

WP Easy Content

Installation & User Guide

WP EasyContent Version 2.3.20 - Last Updated 16th February 2011

Table of Contents

Introduction	4
Documentation	4
Content Reoptimization Revisited	5
How The Plugin Works	9
Installation & Upgrade	15
To install WPEasyContent	15
To upgrade WPEasyContent	15
WPEasyContent Settings & Admin Panel	17
Add New Post/Edit Post settings	18
Global Settings	20
To access the Global Settings screen:	20
Overview of Global Settings Options	20
Add Text Block Categories	22
There are two ways to add a new text block category	22
List Text Block Categories	24
To view your categories	24
To edit a category name	25
To delete a category	26
Add Text Blocks	27
To add a text block	27
Import/Export Text Blocks	29
How to export Text Blocks	29
How to Import Text Blocks	29
List Text Blocks	30
To view your text blocks	30
To edit a text block	30
To delete a text block/text blocks	31
Upload File	32
To import an article from a text file	32
Import Article	34

To import an article	34
Import article settings	35
Further information on importing articles	38
Upload To Queue	39
Bulk Actions	41
Overview of Bulk Actions settings	41
Bulk Imports	43
To perform a bulk import	43
Scheduling	44
To schedule an import	44
Upgrade	46
Troubleshooting and FAQ	47
And finally...	51

Introduction

WPEasyContent uses Content Reoptimization to make a piece of content unique, and guarantee that it will not be affected by Google's Duplicate Content Filter.

Content Reoptimization is a technique that I introduced in the Google Value Maximizer (GVMC report). I have reproduced the relevant part of that report in the next section for your benefit.

Documentation

This User Guide contains detailed documentation for the use and operation of the WPEasyContent plugin. It is a living document which is updated in step with changes to the plugin.

There is also a series of Video Tutorials, which give an overview of WPEasyContent. The videos are not as detailed as this User Guide, because updating videos is not as easy as updating texts. For the same reason, the videos will not be updated as frequently as this guide.

Having said that, the Video Tutorials do an excellent job of introducing new users to how WPEasyContent works. [Click here](#) to view the Video Tutorials.

Content Reoptimization Revisited

So how exactly would you go about using articles from Article Directories, without incurring the Duplicate Content Filter?

I am glad you asked.

Though the terms and conditions of republishing content from these directories prohibit you from changing an article, nothing stops you from optimising the web page on which you republish the article.

I would, therefore, optimise the article for a keyword that is different from the one the article was optimised for by using that keyword in the title of the web page. I would also add a heading to the top of the page that includes this keyword.

Something else I'd do is add one or two paragraphs of my own before and after the article. These paragraphs would also be optimised for my keyword.

Another benefit from using content from the Article Directories, is that because you are not allowed to alter them, you don't have to worry about spinning. If I wanted to publish them on Social Networking sites, I would spin the titles and surrounding paragraphs, though.

Why don't we look at an example?

Great idea.

Let's assume that I want to target the keyword "cheapest pet insurance". I'd search one of the article directories for an article on "Pet Insurance". The article below is from EzineArticles.com and seems to be targeting the keywords "cheap pet insurance" and "discount pet insurance".

How to Get Cheap Pet Insurance

By Bryan Burbank Platinum Quality Author

People in the United States love their pets very much. Just like ourselves they deserve the best treatment when they are sick or injured. Everyone knows how expensive vet bills can be. For this reason finding a good affordable health insurance for your pet is essential.

First, take advantage of the internet and search on line for pet health insurance. Don't accept the first one you are offered. There are many companies out there with many different options. You may also want to check at your vets office many of them have brochures from various companies.

Second, the breed of your dog may affect the cost of your policy as some dogs are prone to illnesses that are very costly. Ask the insurance company about any such clauses.

Next, Make sure you compare the benefits and coverages and check for exclusions. You do not want any surprises when looking for a low cost pet insurance option. There are great rates when you search online and get multiple quotes.

In addition, check to see if the plan covers treatment other than for just accidents. Check for diseases, basic visits and shots.

Lastly, The age of your pet may have affect if your pet will be covered and how much the premium will be. But if you do your homework I am sure there is some pet insurance out there that will work with your pocketbook and at the same time give your pet the proper medical coverage for a long and healthy life.

Find: Discount Pet Insurance

Buy Cheap: Pet Insurance

Bryan Burbank is an expert in the field of Discount Insurance.

Article Source: http://EzineArticles.com/?expert=Bryan_Burbank

This is how I could change it:

Since the keyword I'm targeting is "cheapest pet insurance", I'd make the title of the page: "**Looking For The Cheapest Pet Insurance?**" I'd also use that keyword in my keyword and description meta tags. This is what the actual page could end up looking like:

<h1>Finding The Cheapest Pet Insurance is Easier Than You Think</h1>

*Many of us would like to find the **cheapest pet insurance** available. The fact is that nobody wants to pay over the odds for anything, especially in the current economic climate. So if you are looking for bargain deals to insure your pet, fear not, you are not the only one.*

*The question many of us have is, "just where can I find the **cheapest pet insurance** on offer"? That is a question I have often asked myself. Luckily, I found an article by Bryan Burbank that tells us exactly what to do. I hope you enjoy his article as much as I did.*

How to Get Cheap Pet Insurance

By Bryan Burbank Platinum Quality Author

People in the United States love their pets very much. Just like ourselves they deserve the best treatment when they are sick or injured. Everyone knows how expensive vet bills can be. For this reason finding a good affordable health insurance for your pet is essential.

First, take advantage of the internet and search on line for pet health insurance. Don't accept the first one you are offered. There are many companies out there with many different options. You may also want to check at your vets office many of them have brochures from various companies.

Second, the breed of your dog may affect the cost of your policy as some dogs are prone to illnesses that are very costly. Ask the insurance company about any such clauses.

Next, Make sure you compare the benefits and coverages and check for exclusions. You do not want any surprises when looking for a low cost pet insurance option. There are great rates when you search online and get multiple quotes.

In addition, check to see if the plan covers treatment other than for just accidents. Check for diseases, basic visits and shots.

Lastly, The age of your pet may have affect if your pet will be covered and how much the premium will be. But if you do your homework I am sure there is some pet insurance out there that will work with your pocketbook and at the same time give your pet the proper medical coverage for a long and healthy life.

Find: Discount Pet Insurance

Buy Cheap: Pet Insurance

Bryan Burbank is an expert in the field of Discount Insurance.

Article Source: http://EzineArticles.com/?expert=Bryan_Burbank

*So, it really isn't that difficult to find the **cheapest pet insurance**, is it? I hope you put this information to good use, and get yourself some great bargain deals. I know I did.*

What I did was add two paragraphs before the article, and one after. I also included three instances of the keyword (emboldened) in the new paragraphs. Obviously, I would need to know that the keyword density is not too low or too high, but that's another subject altogether.

I have leveraged a good article written by someone else, and legitimately used it to optimise my page for a different keyword than the article was targeting. All I need to do now is work at getting

backlinks to the article, and I'll be ranking high in Google, without any fears of the Duplicate Content Filter.

If someone does a search for "cheapest pet insurance", thanks to Sarah Mae's First Law, my article will definitely appear in the main index and NOT the supplemental index.

All it took was the time to write those three short paragraphs. I didn't have to do any research or writing for the main article. Bryan did all the hard work, and by publishing his article in an Article Directory he has given me permission to republish it anywhere I choose, as long as I include his resource box, and do not change the article in anyway.

For a slow typist like me, I could not possibly ask for any better!

So that's all there is to Content Reoptimization. You can also apply the technique to PLR material. With PLR material, you can also change the content, as well as reoptimize within the content itself.

And actually, it is okay to reoptimize the article using the same keyword(s) targeted in the main body of the article.

The second red box is the Footer Block. It only has one paragraph, and contains the same target keyword as the Header block. The second optional keyword was not used.

Please note that the number of paragraphs used in each block is entirely up to the user.

How does WPEasyContent (WPEC) know which keywords to use?

Each pre-defined or user-defined block of text will have tokens that act as place-holders for the keywords. The tokens are...

- #KW1# - 1st keyword in header/footer/title.
- #KW2# - 2nd keyword in header/footer/title.
- #KW3# - 1st keyword in header/footer/title.
- #KW4# - 2nd keyword in header/footer/title.

You can use as many instances of any of the tokens in the text blocks as you like. For instance a Header Block could have 5 instances of #KW1# and 3 instances of #KW2#. Be wary of keyword stuffing, though.

Typically **#KW1#** will be used as a place-holder for the **target keyword**, while **#KW2#**, **#KW3#** & **#KW4#** will be used for **secondary keywords**. The choice is entirely up to you, though.

This is what the blocks of text will look like before WPEC does it's magic.

HEADER BLOCK

This is paragraph1 of the Header Block. This sentence contains the **#KW1#**. Another sentence in paragraph 1 of the Header Block.

This is paragraph2 of the Header Block. This another sentence in the paragraph. Last sentence in paragraph 2 of the Header Block.

This is paragraph3 of the Header Block. This sentence contains **#KW2#**. There is the last sentence of the Header Block.

FOOTER BLOCK

This is paragraph1 of the Footer Block. This sentence contains the **#KW4#**. This particular Footer Block only has one paragraph, but can have an unlimited number if necessary.

Remember that a text block could be either pre-defined (ships with the plugin) or user-defined (created by you).

The whole objective of the plugin is to make Freemium Content unique by reoptimizing it. You do this by including the target keyword at least once in the Header Block, and at least once in the

Footer Block. This suggests that each block should use at least one token, and that the token is then replaced by the target keyword.

Ok... so I will then need to specify what keyword each token will be replaced with for every post and page?

Exactly. For the screenshot on the previous page, the tokens were replaced with...

- #KW1# -> 'target keyword'
- #KW2# -> 'an optional secondary keyword'
- #KW3# -> BLANK
- #KW4# -> 'target keyword'

Here are two examples...

Mr A. installs the plugin, and adds a User-defined Header Block as follows:

I found this interesting article about #KW1# and decided to republish it on my website. I really like the way the author presented his controversial views on #KW2#. That's the kind of passion I like to see in an article.

He also adds a User-defined Footer Block as follows:

Did you agree with the author's views on #KW3#? I'd love to hear what you have to say. Why not drop your comments below.

Personally, I'll be reading a lot more from this author. I think he has a really good grasp of the subject of #KW4#. That's my humble opinion, anyway. Thanks for dropping by.

So let's say Mr A imports an article on car insurance, and targets the following keywords...

- #KW1# -> 'car insurance'
- #KW2# -> 'cheap car insurance'
- #KW3# -> 'motor insurance'
- #KW4# -> 'cheap car insurance'

When he uses the plugin to reoptimize the article, this is what it will look like:

*I found this interesting article about **car insurance** and decided to republish it on my website. I really like the way the author presented his controversial views on **cheap car insurance**. That's the kind of passion I like to see in an article.*

Imported article on car insurance. Imported article on car insurance. Imported article on car insurance.

Imported article on car insurance. Imported article on car insurance. Imported article on car insurance. Imported article on car insurance. Imported article on car insurance. Imported article on car insurance.

*Did you agree with the author's views on **auto insurance**? I'd love to hear what you have to say. Why not drop your comments below.*

*Personally, I'll be reading a lot more from this author. I think he has a really good grasp on the subject of **car insurance**. That's my humble opinion, anyway. Thanks for dropping by.*

Then two weeks later, he imports an article on dog training, and targets the following keywords...

- #KW1# -> 'dog training'
- #KW2# -> 'pet food'
- #KW3# -> 'training pet dogs'
- #KW4# -> 'dog training'

When he uses the plugin to reoptimize the article, this is what it will look like:

*I found this interesting article about **dog training** and decided to republish it on my website. I really like the way the author presented his controversial views on **pet food**. That's the kind of passion I like to see in an article.*

Imported article on dog training

Imported article on dog training. Imported article on dog training. Imported article on dog training. Imported article on dog training. Imported article on dog training.

*Did you agree with the author's views on **training of dogs**? I'd love to hear what you have to say. Why not drop your comments below.*

*Personally, I'll be reading a lot more from this author. I think he has a really good grasp on the subject of **dog training**. That's my humble opinion, anyway. Thanks for dropping by.*

Hmmm... It's quite simple, really. 😊

And what about using the keywords as anchor text to create hyperlinks. How does that work?

All you have to do is select the option that asks if you want to create a hyperlink with the tokenized strings. You then specify the URL you want to the hyperlinks to point to.

You can also decorate each keyword with italics, underlining and boldening.

There are global settings which affect all the keywords in all the posts and pages. You can also override the global settings for each post/page.

That's about it for Content Reoptimization.

Kewl. What about Content Import... is that simple, too?

Of course, it is very simple. 😊

All you have to do is specify the search keyword you want to import an article for, and the plugin will go and retrieve an article that contains the search keyword either in the Title or the first paragraph of the body.

The retrieved article will also be automatically reoptimized with specified keywords used to replace both #KW1# - #KW4#.

The scheduling feature can import multiple articles for multiple keywords, after you specify a minimum and maximum number of imports you want per day. You can also queue imports and action them in bulk.

What if I want to categorize my custom text blocks?

That's easy... WPEasyContent allows you to create Text Block Categories and categorize your custom text blocks. Then, when importing content, you can select which text block category to use for reoptimization.

What about bulk reoptimization?

WPEasyContent has a bulk actions screen which lists all your posts and their current status (Reoptimized/Unreoptimized). You can select specific posts to reoptimize or unreoptimize or perform the same actions on all your posts at the click of a button. This works differently to the scheduled/single article imports, which are reoptimized at the same time they are imported.

Any other SEO benefits?

WPEasyContent allows for the the randomisation of text blocks – when the text blocks are randomised, your articles appear slightly different each time your blog is crawled. This has SEO benefits because Google likes fresh (new or updated) content.

Do I have to write the text blocks myself?

No, WPEasyContent includes predefined text blocks so that you can start using it right out of the box – however, you can create as many text blocks as you like. It is highly recommended that you begin to create your own text blocks as soon as you are comfortable with WPEasyContent, because thousands of users will all be using the same predefined text blocks, which is a pretty large footprint.

You have various options regarding the use of predefined text blocks:

- 1) Rewrite the predefined text blocks
- 2) Write your own text blocks to replace the predefined ones
- 3) Purchase our Spyntax versions of the predefined text blocks - this increases the number of possible text block combinations and reduces footprint
- 4) Purchase extra text blocks from us – we supply text blocks and limit each batch to only 50 users, giving you the best chance of appearing unique to the search engines.

This is just a brief overview of how the WPEasyContent plugin works. Please refer to the rest of the User Guide for detailed instructions.

Installation & Upgrade

To ensure you can get started right away, we have made the installation of WPEasyContent as simple as possible.

You can download the current version of WPEasyContent, as well as the documentation from the [Members Area](#). The URL of the Members Area is: <http://nanacast.com/mp/54267>

You will need to enter your Email Address or Username and Password to gain access. If you have forgotten your Password, then please enter your Email Address or Username in the required field, and your Password will be sent to the Email Address that you signed up with.

To install WPEasyContent

In your WordPress Admin Panel

- Locate the **PLUGINS** menu
- Click **ADD NEW**
- Click **UPLOAD**
- Click **BROWSE**
- Locate **wp-easy-content-(version number).zip** on your computer and double click the file
- Click **INSTALL NOW**
- Click **ACTIVATE PLUGIN**

To upgrade WPEasyContent

In your WordPress Admin Panel

- Locate the **PLUGINS** menu
- **DEACTIVATE** current plugin
- **DELETE** current plugin
- **INSTALL** updated plugin
- **ACTIVATE** updated plugin

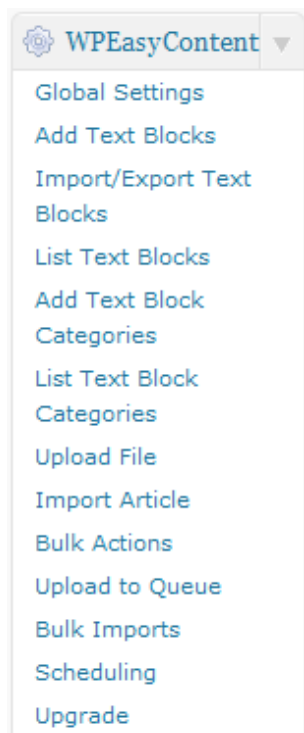
All custom data (including custom text blocks and text block categories), global settings and scheduled imports are preserved during an update.

PLEASE NOTE: Flash Player is required to support the import of multiple files from one directory with one click. You will therefore need to have Flash Player v9.0.24 or greater installed for the 'Import Article from File' feature. If you don't already have it installed, the Flash Player installer can be found at: <http://www.adobe.com/products/flashplayer/>

WPEasyContent Settings & Admin Panel

Once you have activated WPEasyContent, a new menu will be added to your WordPress Admin panel – each of the menu entries is documented later in this guide. WPEasyContent will also add additional settings to WordPress' posts/pages screens.

Here is a screenshot of the menu:



In the next section, we will discuss the features added to the posts/pages screens.

Add New Post/Edit Post settings

WPEasyContent, adds various settings to Wordpress's Add New Post and Edit Post screens. Each setting is detailed below.

#KW1#

This is the main target keyword, this will replace the #KW1# token in your text blocks. If you check the box, this value will also replace #KW2#, #KW3# & #KW4#.

#KW2#, #KW3 & #KW4#

These are generally used for secondary keywords. You may, however use them for other purposes.

Select the category

This drop down box is used to select which category you want to choose your text blocks from.

Select this if you want a random Title Text Block to appear

If you do not want to select a specific title block, check this option. WPEasyContent will then select a random Title Text Block from the category you have chosen

Select this if you want a specific Title Text Block to appear

If you do not want to use a random title block, use this drop-down menu to choose a specific Title Block from the category you have chosen

Select this if you want a random Header Text Block to appear

If you do not want to select a specific header block, check this option. WPEasyContent will then select a random Header Text Block from the category you have chosen

Select this if you want a specific Header Text Block to appear

If you do not want to use a random header block, use this drop-down menu to choose a specific Header Block from the category you have chosen.

Select this if you want a random Footer Text Block to appear

If you do not want to select a specific footer block, check this option. WPEasyContent will then select a random Footer Text Block from the category you have chosen

Select this if you want a specific Footer Text Block to appear

If you do not want to use a random footer block, use this drop-down menu to choose a specific footer block from the category you have chosen.

Use first sentence of Header Text Block as the Meta description or type the value

Either check the box to use the first sentence of the Header Text Block, or enter a custom meta description into the text box.

Select the token that will be used as meta keyword or type the value

Either select a token from the list (these tokens relate to the target keyword(s) or secondary keyword(s) you entered earlier), or enter a custom meta keyword in the text box.

Use the Title Block as the meta title or type the value

Either check the box to use the Title Block, or enter a custom meta title in the text box.

Create hyperlink with the tokenized string in Text Blocks

If you wish to override this setting from GLOBAL SETTINGS, check this box, and enter a custom URL – this will create a link with your keyword tokens at anchor text.

Select the styles for the #KW1# token

If you wish to override this setting from GLOBAL SETTINGS, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination. These styles will be used when displaying your token keywords.

Select the styles for the #KW2# token

If you wish to override this setting from GLOBAL SETTINGS, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination. These styles will be used when displaying your token keywords.

Select the styles for the #KW3# token

If you wish to override this setting from GLOBAL SETTINGS, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination. These styles will be used when displaying your token keywords.

Select the styles for the #KW4# token

If you wish to override this setting from GLOBAL SETTINGS, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination. These styles will be used when displaying your token keywords.

Global Settings

The Global Setting screen controls how WPEasyContent should behave by default. Most of the settings on the Global Settings screen can be overridden on the add post/edit post screen on a post-by-post basis.

For example, if you want all your **#KW1#** tokens to appear as **BOLD UNDERLINED** text, you can set that in the Global Settings menu. These settings can be overridden on a post by post basis.

To access the Global Settings screen:

In your WordPress Admin Panel

- Locate the **WPEASYCONTENT** menu
- Click **GLOBAL SETTINGS**

Overview of Global Settings Options

Although each setting is self-explanatory, each setting is listed here with a brief explanation for your convenience.

Select default category

This drop-down menu allows you to choose which category of text blocks is used by default.

Add link to WPEC at the footer of the blog

Check this box if you'd like to link to us.

Use Affiliate link instead of default URL

Check this box if you'd like to earn commission from buyers who found WPEasyContent by clicking the link in the blog footer (both **Add link to WPEC at the footer of the blog** and **Use Affiliate link instead of default URL** must be checked)

Part of Affiliate URL to specify

Enter your Affiliate ID here to ensure you receive credit for any sales referred by you. To get an affiliate ID, please sign up for our partner program on the following web page:

<http://www.addictivetext.com/partner-program.html>

Create hyperlink with the tokenized string in Text Blocks

This setting allows you to hyperlink your keywords. To enable it, check the box and enter an URL into the text area.

Make hyperlink NoFollow

When you check this box, it tells search engines that the outbound link should not influence external site's ranking in the search engine's index – giving the outbound link less weight in the search engines.

Select the styles for the #KW1#/#KW2#/#KW3#/#KW4# token

This setting allows you to select the style for your #KW# tokens, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination of all three. Each time your keyword tokens are used, they will be styled in this way – unless overridden on the add/edit post screens.

Use the following styles in the Header/Footer text Block

Check this box to set specific styles for header and/or footer text Blocks.

You can set:

- Font family
- Font size
- Font color
- Line breaks before or after text block
- Paragraph spacing before or after text block

Once you have chosen your settings, click **SAVE CHANGES**

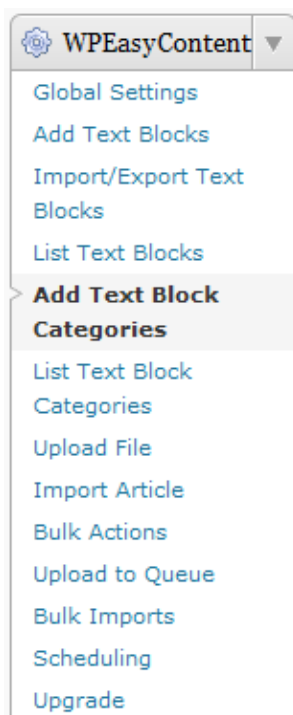
Add Text Block Categories

With WPEasyContent, it is possible to add a large number of custom text blocks to your blog. Selecting from your custom text blocks, or separating them from the pre-defined text blocks would be very difficult without a way to separate them. WPEasyContent makes it easy, by allowing you to create custom categories for your text blocks.

Please note that Text Block Categories are completely different from WordPress Categories.

There are two ways to add a new text block category

Via the Add Text Block Categories menu



- Click **ADD TEXT BLOCK CATEGORIES**
- Choose a name for your category and enter it in **CATEGORY NAME**
- Click **ADD**

Add Text Block Categories

Category Name

Add

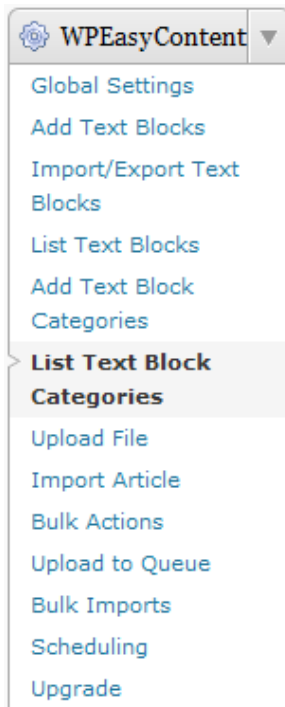
Alternatively, you can create a new text block category while adding a new text block

- Click **ADD TEXT BLOCKS**
- When creating your text block, enter a new category name instead of selecting an existing category
- Fill in the rest of your text block details
- Click **ADD**

List Text Block Categories

With WPEasyContent, you can also view and manage Text Block categories that you have previously added.

To view your categories



- Click **LIST TEXT BLOCK CATEGORIES**

To edit a category name

Text Block Categories Add New

<input type="checkbox"/> Name
<input type="checkbox"/> General
<input type="checkbox"/> Dog Training
<input type="checkbox"/> Bulk
<input type="checkbox"/> Name

Delete

Displaying 1–3 of 3 1

Items per page: Save

- Click the category name
- Change the category name
- Click **UPDATE**

To delete a category



- Click the checkbox next to a category
- Click **DELETE**

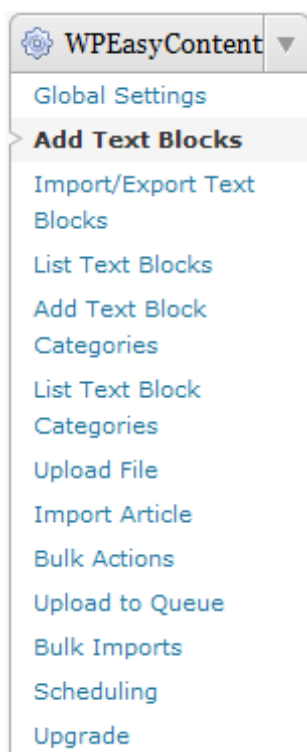
If a category contains text blocks, the category will be deleted, but the text blocks will not – they will appear on the List Text Blocks screen without a category. You can edit the text blocks to assign them to a new category.

Warning: You will not be asked to confirm deletion – please take care when choosing a category to delete.

Add Text Blocks

One of WPEasyContent's most powerful features is the ability to add an unlimited number of custom text blocks. You can create custom titles, headers, footers and descriptions.

To add a text block



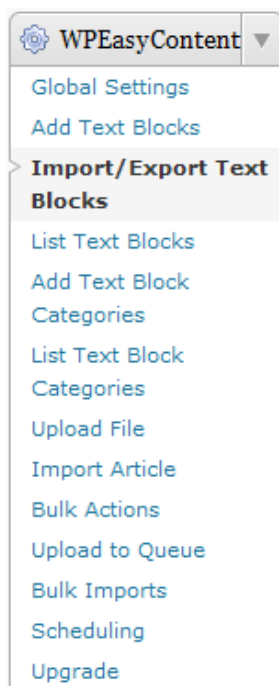
- Click **ADD TEXT BLOCKS**
- Choose a type (header, footer, title or description)
- Enter an identifier (this will appear in the list of text blocks so you can identify and select individual text blocks)
- Choose a category, or add new category
- Enter your text in the WYSIWYG editor
- Click **ADD**

Please Note: WPEasyContent comes with predefined text blocks – the predefined text blocks only use one token (#KW1#). If you would like to use any of the other tokens – you can modify existing text block(s) and insert the relevant token OR create brand new text block(s) as described above.

TIP: If you have deleted any custom text blocks, you can click **LOAD PREDEFINED TEXT BLOCKS** on this screen to reload them.

Import/Export Text Blocks

WPEasyContent allows you to import and export text blocks. If you run multiple blogs this feature is invaluable as it will allow you to export all your custom text blocks and use them within your other blogs. WPEasyContent saves your text blocks as a CSV file which can be edited in any spreadsheet application.



How to export Text Blocks

- Click **IMPORT/EXPORT TEXT BLOCKS**
- Click **EXPORT**

How to Import Text Blocks

- Click **IMPORT/EXPORT TEXT BLOCKS**
- Click **BROWSE**
- Locate and double click the CSV file
- Click **UPLOAD**

List Text Blocks

With WPEasyContent, you can also view and manage text blocks you have added previously. You can edit text blocks from this screen, or add new text blocks by clicking **ADD NEW**.

As you add text blocks, the list could span multiple pages – WPEasyContent allows you to filter the list easily.

To filter the results on the List Text Blocks screen, select Text Block type from the drop-down menu and/or a category then click **FILTER**.

To view your text blocks



- Click **LIST TEXT BLOCKS**

To edit a text block

- Click **LIST TEXT BLOCKS**
- Click the text block you want to edit
- Edit the text block as necessary
- Click **UPDATE**

To delete a text block/text blocks

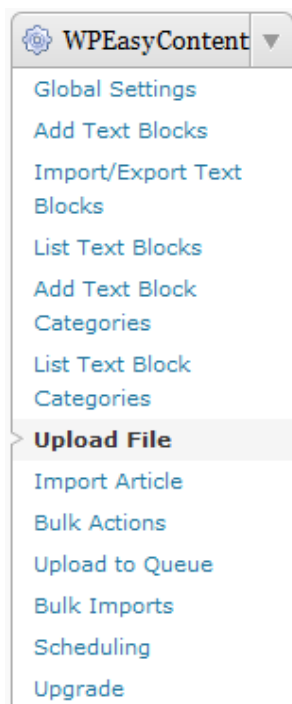
- Click **LIST TEXT BLOCKS**
- Check the box next to desired text blocks
- Click **DELETE**

Warning: You will not be asked to confirm deletion – please take care when choosing a text block to delete.

Upload File

If you outsource article creation or purchase articles with PLR rights, WPEasyContent allows you to import your articles from text files – like most WPEasyContent features, the process is easy.

WPEasyContent supports .txt (text) files.



To import an article from a text file

- Click **UPLOAD FILE**
- Choose whether to ignore any lines at the beginning of the file (this is for articles where the title is included in the text)
- Check the box if you want to use the file name as the post title
- Click **BROWSE**
- Locate your article(s) and double click
- Click **UPLOAD**

The articles will automatically be imported and saved as draft posts, at this point you can edit or view your articles.

If you change your mind about importing an article, you can either **CLEAR** the list, or remove an article by clicking the **X** next to it in the list instead of clicking upload.

NOTE: If you do not check “Use the file name as the Post title” and the article does not include a title as the first line, the first few words of the article will be used as a title (you can edit the post title manually after importing)

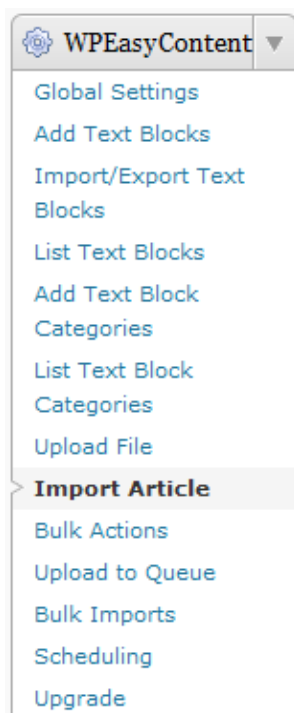
When you import articles from text files, WPEasyContent does not reoptimize them – firstly, you will need to edit each post and enter the necessary #KW# tokens and choose which reoptimization settings to use from the WPEasyContent box (located underneath the WYSIWYG editor).

Once you have edited the post, click **BULK ACTIONS** and then click **REOPTIMIZE IMPORTED**.

This feature uses Flash Player to allow the import of multiple files from one directory with one click. You will therefore need to have Flash Player v9.0.24 or greater installed on your local computer. If you don't already have it installed, the Flash Player installer can be found at:
<http://www.adobe.com/products/flashplayer/>

Import Article

WPEasyContent makes it easy to automatically import articles from article directories. More importantly, WPEasyContent does NOT remove or edit the article text, which ensures you comply with each directory's Terms of Service.



To import an article

- Click **IMPORT ARTICLE**
- Choose a keyword to search by (i.e. weight loss), or check the box to use your #KW1# token.
- Enter your target keyword and secondary keywords for re-optimization
- Click **IMPORT ARTICLE** (to import now, without reoptimization), **ADD TO QUEUE** (to schedule the imports, without reoptimization), or edit the remainder of the settings on this screen (explained below)

WPEasyContent will create a new post with a Freemium article from one of the article directories, easy! At this point, you can manually re-optimize the article by editing the post. You can add text blocks, title blocks, description block and footer blocks.

TIP: Keywords are generally converted to lowercase, for example – if you type: CRM Software, the output will be “crm software”... however, you can place a \$ symbol before your keyword(s) to maintain capitalization. So, if you type: \$CRM Software, the output will be “CRM Software”

WARNING: Editing the content of an article is usually against the TOS of the article directories, this is why WPEasyContent adds text blocks before and after the article so the source article remains unchanged.

But that's not all. The Import Article screen is much more powerful than that...

Instead of clicking **IMPORT ARTICLE** or **ADD TO QUEUE** in the last step. You will see there are further settings, which will allow you to choose how the article will be re-optimized automatically – here is a rundown of each setting...

Import article settings

Select the category

This drop down box is used to select which text block category you want to choose your text blocks from.

Select this if you want a random Title Text Block to appear

If you do not want to select a specific title block, check this option. WPEasyContent will then select a random Title Text Block from the category you have chosen

Select this if you want a specific Title Text Block to appear

If you do not want to use a random title block, use this drop-down menu to choose a specific title block from the category you have chosen

If you choose a specific title text block for an article (NOT a random one), that title text block is used as permalink for the post (instead of the original article title which is used when a random text block is chosen). This gives you an SEO benefit by having the selected title with your keywords as permalink.

Select this if you want a random Header Text Block to appear

If you do not want to select a specific header block, check this option. WPEasyContent will then select a random Header Text Block from the category you have chosen

Select this if you want a specific Header Text Block to appear

If you do not want to use a random header block, use this drop-down menu to choose a specific header block from the category you have chosen.

Select this if you want a random Footer Text Block to appear

If you do not want to select a specific footer block, check this option. WPEasyContent will then select a random Footer Text Block from the category you have chosen

Select this if you want a specific Footer Text Block to appear

If you do not want to use a random footer block, use this drop-down menu to choose a specific footer block from the category you have chosen.

Use first sentence of Header Text Block as the Meta description or type the value

Either check the box to use the first sentence of the Header Text Block, or enter a custom meta description into the text box.

Select the token that will be used as a meta keyword or type the value

Select one, or more (hold ctrl while clicking multiple #KW# entries) #KW# token(s) to use as meta keyword(s), or type a value in the text field.

Use the Title Block as the meta title or type the value

Either check the box to use the title block as the meta title, or enter a custom meta title into the text box.

Create hyperlink with the tokenized string in Text Blocks

This setting allows you to hyperlink your keywords. To enable it, check the box and enter an URL into the text area.

Make hyperlink NoFollow

When you check this box, it tells search engines that the outbound link should not influence external site's ranking in the search engine's index – giving the outbound link less weight in the search engines.

Select the styles for the #KW1#/#KW2#/#KW3#/#KW4# token

This setting allows you to select the style for your #KW# tokens, select either BOLD , ITALIC <i> or UNDERLINED <u> or a combination of all three. Each time your keyword tokens are used, they will be styled in this way – unless overridden on the add/edit post screens.

Title for Imported Articles

You can choose a title for your articles here – if you are happy to use the full article title as your post name, this is not necessary. If you wish to use a custom title, enter a title here and check the box to use it. There is a difference between the Title for Imported Articles and Title Text Blocks. Title Text Blocks are used globally can be applied to individual articles, whereas, the Title for Imported Articles is specific to the article being imported.

Select the author

You can choose which author account WPEasyContent will use for posting the articles. Admin is selected by default, however, if you have added other contributors to WordPress, you can select them here.

Status of the imported articles

If you want to publish your articles right away, select PUBLISHED. Alternatively, if you want to check your articles first, select DRAFT.

Type of the imported articles

You can choose to import as POSTS or PAGES here

Result number that will be chosen

By default, WPEasyContent chooses a random article from an article directory – however, you can override this by instructing it to choose either the 1st, 2nd, 3rd, 4th or 5th article. Setting this to “1” means that the first appropriate search result is chosen, setting it to “2” means the second, etc. Selecting “random” will select a random search result. If certain keywords/niches result in less relevant imports, you should choose “1” instead of “random” to ensure the relevance of the imported articles. Alternately, setting this to “random” will reduce the chances of importing the same article as another user who imports for the same keyword(s).

Tags for imported posts

You can tag your posts here, make sure you separate each tag with a comma. You can also check the box to include your #KW# tokens as tags.

Categories for imported Posts

This setting allows you to select which WordPress category your imported articles will be posted to. You can also add a new category here by entering a name in the box and clicking ADD NEW CATEGORY. You can also use the #KW1# token as a category by checking the box.

Add to Queue

Once you have chosen your import settings, click this to add a job to the queue. Doing this will not post the articles immediately.

Import Now

Instead of adding settings to queue, you can import immediately by clicking IMPORT ARTICLE now.

If you have access to a proxy server, and want to use it for importing articles. You can add the details on the Import Article Screen. Once you have entered them, you can click TEST PROXY to ensure you have set it up correctly.

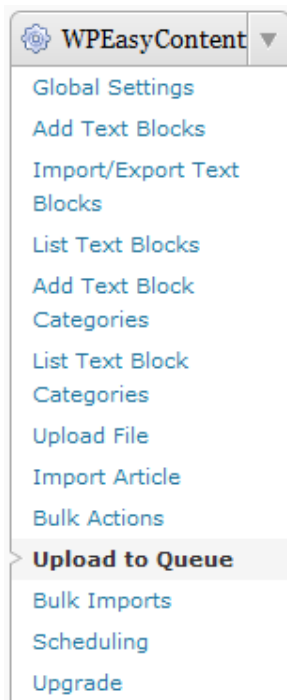
Further information on importing articles

In the majority of cases, the search phrase used to import an article will be the same as #KW1#, in which case the option to use #KW1# as the search phrase should be checked. However, in some cases e.g. for obscure target keywords, or for local (offline) search phrases, there might not be any (many) articles for the keyword in the Article Directory. In such cases, it is necessary to specify a different search phrase. An example is #KW1# = '**Flower deliveries in downtown Houston**' which may not have any articles... so a search phrase of '**Flower delivery**' could be used, while #KW1# remains unchanged and is used to reoptimize the header and footer.

Also if you want to make your content more unique – you could use a different, but related search phrase from the keyword. E.g. the target keyword (#KW1#) could be 'lose weight fast', but you could import an article for 'easy weight loss'.

Upload To Queue

WPEasyContent allows you to upload a CSV file to control scheduled and bulk imports. To use this feature, you must create a CSV file as shown in the on-screen example to control imports.



To import a CSV file:

- Click **UPLOAD TO QUEUE**
- Click **BROWSE**
- Locate your CSV file and double click
- Click **UPLOAD TO QUEUE**

This will add scheduled/bulk imports to the queue. The uploaded jobs can then be processed in bulk, or scheduled for future imports.

After importing your CSV file, you can action the imports from the Scheduling or Bulk Imports page.

Scheduled imports are actioned over a period of time (for example, 3 per day), while bulk imports are actioned immediately (limited to 5 per day).

Here is a sample CSV file viewed in Microsoft Excel:

	A	B	C	D	E	F	G	H	I
1	Search Keyword	#KW1#	#KW2#	#KW3#	#KW4#	Rearrange keywords	How many articles to Import	Status	Type
2	video games	video games	online video	video	video		0	1 draft	post
3	wii video games	buy wii video games	online videos	download videos from youtube	download videos from youtube		0	3 draft	page
4	new video games	top video games	online video streaming	music video	video games download		1	2 publish	post
5	buy video games	cheap video games	online video rental	video to dvd	video to dvd		0	3 publish	post
6	computer and video games	computer video games	online video clips	online video	download video clips		1	1 publish	page
7									

Search Keyword

This is the keyword used by WPEasyContent to locate and import an article.

#KW1#, #KW2#, #KW3# & #KW4#

These are the keywords which will replace the #KW# tokens in your text blocks.

Rearrange keywords

0: switched off

1: switched on

The rearrange option uses each keyword from #KW1 - 4# as search keyword once. i.e. it performs a search with the search keyword, a search with #KW1#, then a search with #KW2# and so on.

For the rearranged searches, the search keyword is swapped with the alternative search keyword #KW1, 2, 3 or 4#, i.e. is used in the place of that keyword in the text blocks.

With rearrange switched on, each line in the file gives you 5 searches instead of 1 (or 10 instead of 2, or 15 instead of 3)

How many articles to Import

A number between 1 and 3 per line. Anything smaller than 1 will be set to 1, anything larger than 3 will be set to 3.

Status

Publish: article is published immediately

Draft: article is saved as draft

Type

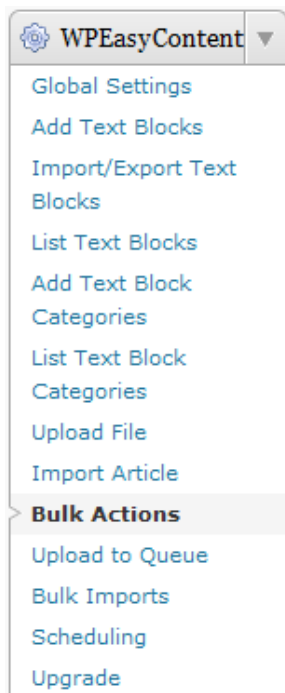
Post: article is published as post

Page: article is published as page

Bulk Actions

The Bulk Actions screen allows you to manage the re-optimization of posts in bulk. This is invaluable if you have hundreds, or even thousands of posts on your WordPress blog.

You can perform bulk actions on single posts, multiple posts, all posts or posts between a selected range of dates.



Overview of Bulk Actions settings

Begin Date/End Date

If you wish to re-optimize content between specific dates, choose a start date and end date, then click **SEARCH**

To remove the date filter, click **CLEAR SELECTIONS**

Bulk Actions Dropdown

This dropdown allows you to perform bulk actions on selected posts in the post list – you can, Reoptimize, Unreoptimize, Reoptimize Imported and Unreoptimize Imported posts.

Post List

Click **TITLE** to sort posts by title.

Click **DATE** to sort posts by date.

Check the box next to Title to select all posts, or select individual posts by checking the corresponding check box.

Click the post name to edit a post.

Posts are flagged in the final column, this allows you to identify which posts have been imported, reoptimized or unreoptimized.

Reoptimize All

Click **REOPTIMIZE ALL** to reoptimize all your posts, this includes posts that have not been imported using WPEasyContent (for example, posts you have written manually)

UNReoptimize All

Click **UNREOPTIMIZE ALL** to unreoptimize all your posts, this includes posts that have not been imported using WPEasyContent (for example, posts you have written manually)

Reoptimize Imported

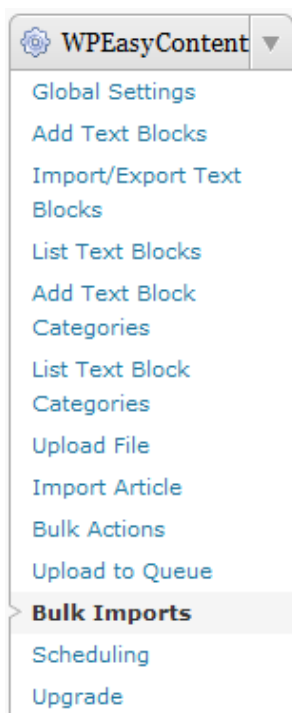
Click **REOPTIMIZE IMPORTED** to reoptimize only your imported posts, this does not include posts that have not been imported using WPEasyContent

UNReoptimize Imported

Click **UNREOPTIMIZE IMPORTED** to unreoptimize only your imported posts, this does not include posts that have not been imported using WPEasyContent

Bulk Imports

Use the bulk import screen to importing from the queue. WPEasyContent can import a maximum of 5 articles per day. Bulk imports may take a while to complete – so after you begin the import, you must wait until it is complete before you navigate away from the page.



To perform a bulk import

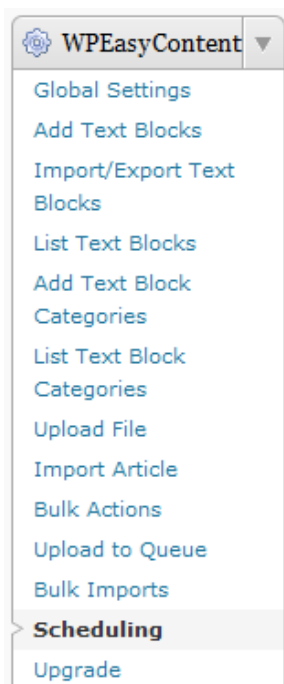
- Click **BULK IMPORTS**
- Click **IMPORT QUEUED JOBS**

PLEASE NOTE: Unless there are pending imports, nothing will be imported – see prior sections for details on adding imports to the queue.

A maximum of 5 articles can be imported per day. Any additional articles will remain queued for future action – you can run another bulk import at a later date, or, schedule imports from the Scheduling screen.

Scheduling

In addition to bulk importing, WPEasyContent allows you to schedule imports. You can specify a number of articles to import on this screen – WPEasyContent will then automatically import them over a set period of time.



To schedule an import

- Click **SCHEDULING**
- Select a minimum and maximum number of articles to import (per day)
- Click **UPDATE/SAVE SCHEDULE**

You can pause, restart or cancel a scheduled import on this screen.

PLEASE NOTE: Unless there are pending imports, nothing will be imported – see prior sections for details on adding imports to the queue.

You must set a minimum and maximum number of articles to import in a day. WPEasyContent will then randomize the number of imports made each day. The default minimum is 0 and the default maximum is 3.

The **UPDATE/SAVE SCHEDULE** button works as follows:

If the queue is empty, it updates the chosen values of min/max. If there are articles in the queue, these articles are scheduled using the currently chosen values of min/max.

i.e. if your queue is empty, and you choose min/max = 2/4 and click Update/Save, those new values are reflected in the new fields below (but nothing is scheduled, since queue is empty).

When you put articles in the queue and click Update/Save with min/max = 2/4, the articles are scheduled with 2/4.

When you put articles in the queue and don't touch the dropdowns for min/max, the articles are scheduled with 1/3 (default on dropdowns).

When you have articles that are already scheduled (let's say with 1/3), and then choose min/max = 2/4 and click Update/Save, the scheduled (still-to-be-imported) articles will be imported with those new settings 2/4.

Upgrade

This setting is a work in progress.

Troubleshooting and FAQ

How do I have to enter my keywords? With quotes, hash, without anything?

Enter the keywords without anything unless you want to use the dollar sign as explained below to retain upper case in your keywords.

How do I have to enter my keywords in the csv file? With quotes, hash, without anything?

Enter the keywords without anything unless you want to use the dollar sign as explained below to retain upper case in your keywords.

How can I retain upper case in my keywords?

WPEC changes the case of the keywords you specify for the tokenized keywords to fit in with their position in a sentence. So if the keyword appears in the middle of a sentence, then it will be all lowercase. However, if it appears at the beginning of a sentence, the first letter of the word will be uppercase, and the rest of the letters lowercase.

If you want to retain the case of a keyword e.g. USA (instead of usa or Usa) or My LARGE Keyword (instead of my large keyword or My large keyword), then what you have to do is use a dollar sign in front of the keyword when you specify it e.g. \$USA and \$My LARGE Keyword.

You will need to do this in the Import Article screen or the WPEasyContent section of the Add/Edit Post/Page screens. Look for the text boxes that have the caption: #KW1#/#KW2#/#KW3#/#KW4# Enter the replacement for the token.

How can I get my keywords into the permalink for the article? WPEC doesn't use the title text block in the permalink.

To do this you will need to either choose a specific Title Block, or specify a custom title yourself. As the name suggests, a permalink needs to be permanent – so we can't use a random title that changes for the permalink.

I get articles which are not/barely related to my topic. What can I do to get better results?

In the Import Article screen scroll down, and for: Result number that will be chosen select 1. This will ensure that the first (and usually most relevant) article returned for the keyword search is imported.

Can I preview articles/article titles before I import them?

No, you can't.

WPEC doesn't add a header, title and footer -- I can't see them in the edit post/page window.

The title blocks (headers, titles and footers) will not show up in the Edit/Add Post/Page screen. Text blocks are managed separately in the Add/List Text Blocks screens, and are added to the articles when the articles are displayed on the blog.

When I publish my post/page, why don't I see any header and/or footer?

Please carry out the following checks in sequence:

1. Did you select the check box to show a random text block OR alternatively, did you select a specific text block from the dropdown? If not you need to do so.
2. Go to the List Text Blocks screen and make sure that text blocks have been loaded. If there are no text blocks, go to the Add Text Blocks screen and click on the Load Predefined Text Blocks button.
3. Are you sure that the category you selected from the Select the category to use for Text Blocks below dropdown in the Import Article screen or the Add/Edit Post/Page screen, actually has text blocks associated with it? To check, go to the List Text Blocks screen, choose the category from the Category dropdown and click the Filter button. If there are no text blocks listed – that is your problem. You either need to add text blocks to that category or choose a different category to use.

Why can I not edit the text blocks for a specific article in the edit post/page window of wordpress?

The text blocks are not created for specific articles, and any change made to a text block will affect all articles that it is used for. That is the reason why they are managed independently of the articles.

When I specify a random text block, I notice that it changes each time I refresh the article. Why does this happen?

We do this so that the article is slightly different each time. This has SEO benefits because Google likes fresh (new or updated) content.

My header/title/footer is too close to the main article, and that looks bad. How can I fix this?

The majority of themes render the WPEC text blocks (headers, titles and footers) properly, but we have noticed that with a few themes, there is either too much spacing or too little spacing between the text blocks and the main article.

To fix this...

1. Navigate to the Global Settings screen.
2. Select the relevant check box(es) for: Use the following styles in the Title/Header/Footer Text Block

3. Then select the relevant check box(es) to add a line break or paragraph spacing before or after the relevant text block.

How can I create hyperlinks in my text blocks? Can I set up more than one link per article? What does "tokenized string" mean?

#KW1#, #KW2#, #KW3#, #KW4# are called "tokens", i.e. placeholders for keywords.

A tokenized keyword is simply one of the #KW1#, #KW2#, #KW3#, #KW4# tokens which will be replaced by the keywords specified for each token, when the article is displayed.

There are two ways to add hyperlinks.

1. Go to the Global Settings screen and select the option for Create hyperlink with the tokenized string in Text Blocks and then specify the URL to link to in the Link To field. You can then specify if you want the hyperlink to be NoFollow or leave the checkbox blank to make the hyperlink DoFollow.

The setting in the Global Settings screen will affect all #KW1# tokens in all headers and footers for all reoptimized articles in your blog. It is possible to override the setting for individual posts. Alternatively, you can leave the Global Setting off, and just specify the hyperlink for each individual post/page.

2. Go to the Add/Edit Post/Page screen and scroll down to the WPEasyContentSection, and select the option for Create hyperlink with the tokenized string in Text Blocks and then specify the URL to link to in the Link To field. You can then specify if you want the hyperlink to be NoFollow or leave the checkbox blank to make the hyperlink DoFollow.

This setting will only affect the individual post/page it was specified for, and will override the settings in Global Settings.

With those settings, you can generate hyperlinks both blog-wide and for individual posts or pages. Each instance of your main keyword (#KW1#) will be hyperlinked to the URL of your choice.

I select hyperlinks for a post, but it doesn't show any hyperlinks in the header and footer of that blog post. How can I fix this?

In earlier versions of the plugin, you had to go to the Global Settings screen and explicitly indicate that you wanted to add hyperlinks. This is no longer necessary, and you only have to specify the hyperlinks for individual posts/pages unless you want to specify a blog-wide hyperlink that will be used for all reoptimized articles.

Note that post-/page-specific hyperlink URLs will always override the global hyperlink URL. A global hyperlink URL is only used if no page-/post-specific hyperlink is chosen.

I set the scheduling to different min/max values and saved them, but WPEC keeps showing me min=0 and max=3.

0 and 3 are the preferred schedule settings. However, you can always change these settings in the dropdowns and then click the Update/Save Schedule button. The new settings will be reflected under Number of articles to import daily.

From the point on when you choose new settings for min and max, those new settings are used for all future imports (even if they have been scheduled before you updated the min/max settings), until you specify new settings.

Please note that the settings in the dropdown will return to the default settings (0 and 3), but that does not affect the existing schedule.

What's the difference between Bulk Actions and the Reoptimization actions for a single article?

You will use the Bulk Actions when you want to reoptimize more than one article at a time. This will usually be for cases when you want to reoptimize articles that existed before WPEC was installed.

You can also use Bulk Actions to unreoptimize (remove the text blocks from) reoptimized articles.

If I bulk-optimize a set of articles, do I have to add keywords for each article by hand before the optimization? Where do the keywords come from when re-optimizing?

At the moment, we don't use keywords for the Bulk Actions feature. When you use the Bulk Actions feature, the phrase: 'the subject' is used in place of #KW1#, #KW2# etc. This is done because when you optimize more than one article, it is very unlikely that all of them will target the same keyword.

In the future, we might add the option to specify generic keywords that can be used for a group of closely related articles (e.g. articles in the same niche).

How can I add my affiliate link for WPEC to the blog?

Navigate to the Global Settings Screen, and select the both the Add link to WPEC at the footer of the blog option and the Use the Affiliate link instead of default URL option, then insert your Nanacast Affiliate Id ONLY in the Part of Affiliate URL to specify field. Don't enter the full affiliate URL, but only your affiliate ID.

And finally...

I would like to thank you once again for being part of WPEasyContent.

If you have any questions, suggestions or require support you can reach us at:

wpeasycontent@addictivetext.com

You can access the latest version of the plugin, supporting documentation and videos in your members' area here: <http://addictivetext.com/blog/click/wpecdownload/>

You will need to enter your Email Address or Username and Password to gain access. If you have forgotten your Password, then please enter your Email Address or Username in the required field, and your Password will be sent to the Email Address that you signed up with.